

LEO BURNETT U.S.A.

A Division of Leo Burnett Company, Inc.

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The means to our end.

There's really nothing to it.
A quarter-inch of nothing at
the end of our cigarette.
It keeps your lips from
touching the tar that builds up
on the filter.

Flush filters can't do that.
That's why Parliament
Lights are so tastefully light.
Which means that, in the
end, a little nothing is some-
thing special.



Only Parliament Lights has
the famous recessed filter.

Available in
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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Large: 8 mg "tar," 0.6 mg nicotine—1.00's; 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 89.

